



The Mershon Center at The Ohio State University in cooperation with the Columbus Council on World Affairs would like to invite you to a dinner and discussion with



TIM LOVE

*President - Global Clients for TWBA Worldwide
and Co-founder of Business for Diplomatic Action*

BUSINESS FOR DIPLOMATIC ACTION: MULTINATIONAL COMPANIES, ANTI-AMERICANISM, AND BUILDING DIALOGUES ACROSS BORDERS



Tim Love is President - Global Clients for TBWA Worldwide and a member of the agency's executive committee. He also is worldwide account leader for TBWA's largest global client, Nissan Motor Company.

Business for Diplomatic Action, Inc., or **BDA**, founded by Keith Reinhard, Chairman of DDB Worldwide, is a private task force directed by preeminent communications, marketing, political science, and media professionals. It is concerned that multinational companies and their global brands are threatened by misperceptions and anti-American sentiments. BDA is also aware that there is a widespread lack of appreciation and sensitivity to other cultures within the domestic US market. Its goal is to mobilize multi-national corporations, their collective resources, and the strengths of the brands they market globally to better communicate universal values around the world. Stories on BDA have recently appeared in *The Economist*, *Financial Times*, and *Chicago Sun-Times*.

Wednesday, May 26, 2004

5:15 p.m. Registration and reception

5:45 p.m. Dinner*

6:00 to 7:15 p.m. Presentation and discussion

***RSVP required (stephan.30@osu.edu). Please note if you prefer a vegetarian option.**

**Mershon Center
1501 Neil Avenue
Columbus, OH 43210
Free parking reserved**

Invited audience of 60 participants, with CEOs and marketing executives from the Columbus area, members of the political community, and experts on public diplomacy, business, and economics from The Ohio State University.

For further information and for registration materials please contact Alexander Stephan at 614-247-6068 or stephan.30@osu.edu